

HOTELPLAN 2018

BOOK OF PROCEEDINGS

ZBORNİK RADOVA



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Beograd, Srbija**



7TH INTERNATIONAL CONGRESS

HOTELPLAN 2018

**HOSPITALITY AS A QUALITY FACTOR OF TOURIST
DESTINATION OFFER AND COMPETITIVENESS**

**2nd – 3rd November 2018
BELGRADE, SERBIA**

BOOK OF PROCEEDINGS



ZBORNİK RADOVA

The College of Hotel Management, Belgrade, Serbia
University of Prešov, Faculty of Management, Prešov, Slovakia
Old Polish University in Kielce, Kielce, Poland
Tourism College of Zhejiang, Hangzhou, China

SEDMI MEĐUNARODNI KONGRES

HOTELPLAN 2018

**GOSTOPRIMSTVO KAO FAKTOR KVALITETA PONUDE I
KONKURENTNOSTI TURISTIČKE DESTINACIJE**

**02 – 03. November 2018.
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PREDGOVOR

Osnovni cilj kongresa HOTELPLAN 2018 je da okupi istaknute hotelijere, članove akademske i stručne zajednice, pružajući im mogućnost da kroz panel diskusiju i izlaganje referata razmene znanje, iskustvo i istraživačke rezultate iz domena savremene ugostiteljske teorije i prakse. Visoka hotelijerska škola predstavlja lidera u razvoju visokoobrazovanih stručnih kadrova iz oblasti ugostiteljstva, razvojno-istraživačkog rada i međunarodne saradnje. Njena uloga i nacionalni značaj je ove godine potvrđen i od strane Ministarstva prosvete, nauke i tehnološkog razvoja Republike Srbije kroz dodelu prestižne Svetosavske nagrade za doprinos obrazovanju, a prepoznata je i od strane renomiranih partnerskih visokoškolskih institucija iz inostranstva. Upravo takva reputacija obezbedila je da nam se kao suorganizatori kongresa HOTELPLAN 2018 pridruže i naši partneri iz Poljske - *College of Economy, Tourism and Social Sciences*, Kine - *Tourism College of Zhejiang* i Slovačke - *University of Prešov, Faculty of Management*.

Tema ovogodišnjeg kongresa je „Uloga ugostiteljstva u formiranju ponude i brendiranju turističkih destinacija“. Za Kongres je prijavljeno ukupno 112 radova, a posle postupka recenzije, uredništvo je za publikovanje i prezentaciju odabralo je 89 radova. Radovi su pristigli iz 14 zemalja, uključujući i Srbiju, pri čemu je 53 radova napisano na srpskom jeziku, a 36 radova na engleskom jeziku. Prihvaćeni radovi su, na osnovu tematike koju obrađuju, klasifikovani u tri tematska bloka u Zborniku radova:

- Ugostiteljski sadržaji turističke destinacije - hoteli i drugi oblici smeštaja, tradicionalna i kreativna gastronomija, raznovrsnost i kvalitet restoraterske ponude
- Razvoj turističke destinacije – identitet, brendiranje, menadžment kvaliteta, planiranje i održivost.
- Primena informacionih tehnologija u promociji i upravljanju turističkom destinacijom – digitalni marketing, internet, društvene mreže, interkulturalna komunikacija i strani jezici.

Za razliku od prethodnih godina kada su prihvaćeni radovi za Kongres publikovani u tematskom broju časopisa HotelLink, ove godine se prvi put objavljuje poseban Zbornik radova koji se nalazi pred Vama, a za koji je po ispunjenju neophodnih uslova podnet zahtev za kategorizaciju kao naučne publikacije.

Na kraju želeo bih da se zahvalim svim autorima radova na priložima, kao i recenzentima, tehničkom uredniku i lektorima za srpski i engleski jezik na trudu i znanju koje su uložili kako bi omogućili publikaciju ovog Zbornika radova kojim obeležavamo petnaestogodišnjicu od organizovanja prvog međunarodnog kongresa od strane Visoke hotelijerske škole strukovnih studija.

Beograd, 12.10.2018.

Predsednik međunarodnog naučnog odbora
dr Slavoljub Vičić

FOREWORD

The main goal of the congress *HOTELPLAN 2018* is to gather distinguished hoteliers, members of the academic and practical community, and give them an opportunity to exchange their knowledge, experience and research results in the field of the contemporary hospitality theory and practice in the form of panel discussion and paper presentation. The College of Hotel Management is the leader in the development of the higher-educated professionals in the fields of hospitality industry, research and development and international cooperation. This year, the Ministry of Education, Science and Technological Development of the Republic of Serbia acknowledged the role of the college and its national importance by presenting it with a prestigious award "*Svetosavska nagrada*" for the contribution to education, and that role has been recognized by the College's renowned foreign partner colleges and faculties as well. That very kind of reputation has encouraged our partners from Poland - *College of Economy, Tourism and Social Sciences*, China - *Tourism College of Zhejiang*, and Slovakia - *University of Prešov, Faculty of Management* to join us as co-organizers of the congress *HOTELPLAN 2018*.

The theme of this year's congress is „Hospitality as a quality factor of tourist destination offer and competitiveness“. Altogether, a number of 112 papers had been submitted for the congress, and after the review process, the Editorial board chose 89 papers to be published and presented. The papers had arrived from 14 different countries, including Serbia, and 53 papers were written in the Serbian language, whereas 36 were written in the English language. The accepted papers, based on their topic, were categorized into three separate thematic fields in the Congress Proceedings:

- Hospitality facilities and tourist destinations - hotels and other forms of accommodation, traditional and creative gastronomy, diversity and quality of restaurant offer;
- Tourist destination development - identity, branding, quality management, planning and sustainability;
- The use of information technology in the promotion and management of a tourist destination - digital marketing, the internet, social media, intercultural communication and foreign languages.

Unlike the previous years, when the accepted papers had been published in the thematic journal *HotelLink*, this year, for the first time, a separate Congress Proceedings Book has been issued, for which a request for classification as a scientific publication has been filed.

Finally, I want to express my gratitude to all the authors for their contribution, along with the reviewers, technical editors and proofreaders for the effort and knowledge they had put into enabling the publication of the Congress Proceedings Book which commemorates the 15th anniversary of the first international congress hosted by the College of Hotel Management.

Belgrade, 12.10.2018.

The Chair of the International Scientific Committee
Slavoljub Vičić, PhD

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INTERNATIONALIZATION AND STANDARDIZATION, RELEVANT FACTOR OF CONCEPT OF INTEGRATED MANAGEMENT IN TOURISM

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Abstract

The significance and characteristics of tourism provided worldwide, and the modern living conditions contributed to the perspective tourism industry which is development potential of the entire world economy and therefore the man himself. The development of the tourism industries over the years led to modernization, customization and integration of all service concepts in a system of integrated management services that considers all internal and external factors that might disrupt the operation of the tourism enterprises or world be a potential development. Internationally disturbed market relations contributed to the generation of institutions that will determine the framework of effective, fair, stable and competitive tourism's markets. This institutionalization has led to the proposed guidelines i.e. standards in the field of tourism that are internationally approved and recognized throughout the world. The needs of tourists are different, but what is expected to get as a service does not know the boundaries.

Key words: guideline, institutionalization, integrated management.

INTRODUCTION

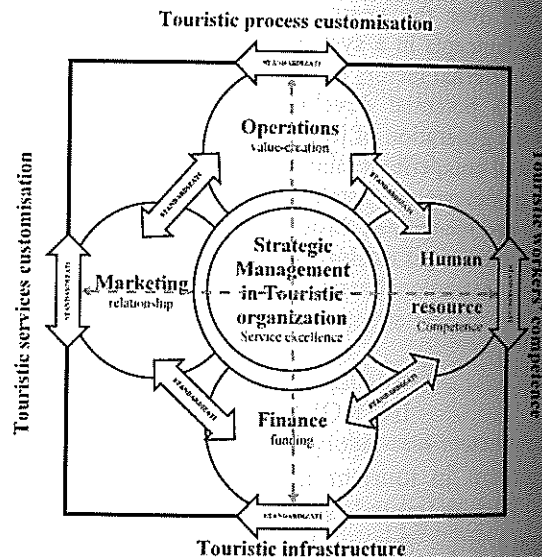
Integrated management in tourism is derived form of Integrated Service Management Model. The Integrated Service Management Model can be used for any service organization that includes two internally independent, but dependent, parts of management - that is, the corporate (i.e. strategic) part and the functional (i.e., the operating) part. Both parts must be managed effectively for organizational work and endurance (Nankervis, 2005).

Strategic management is important for service activities, and above all the tourism industry, due to the vulnerability of external pressures and influences,

such as political, economic, social and technological changes, but also operational management that delivers the service "product" is equally important.

The two outer circles of the model denote the external forces that constantly challenge the survival of many service activities and stakeholders. The internal part covers the components of the organization. In the center of the model, the Strategic Management is a representative of top management, where their strategies and plans, where their role is to coordinate external and internal management activities at the lowest level to meet organizational goals on the basis of the integrated service management approach (Picture 2).

The model framework includes the basic components of business management, organization management, finance, marketing, operations and human resources. As can be seen from the framework, each management level (for example, finance, helps increase outsourced at a macro level effectiveness, marketing effectiveness, and human resource productivity) as well as at the micro level service of distribution process. All management levels, sectors, departments, etc. must be interconnected in order to ensure efficient and effective, comprehensive strategy for the organizations of the service sector (Picture 1). In addition, overview of the model of Integrated Tourism Management according to Nankervis.



Picture 1: The Integrated Tourism Management Framework

As the model shows, the powerful and dynamic processes of globalization differently shape the macro context in which services are now included

globalization". For salesmen, globalization can mean the promotion of one product range, while in the communications industry it indicates an opportunity to communicate despite national and language barriers; in tourism, this means that tourists have access to more international destinations, while an investment bank has easier access to any shares exchange in the world.

The implication of these industrial perspectives is that the globalization processes contribute to increasing the scope of flow and inflow of people, finance, ideas and products. In particular, the global economy is concentrated in the business activities of some 63,000 multinational companies operating around the world and is represented by around 700,000 foreign affiliates¹.

There are many definitions of globalization that differently represent different economic, political and socio-cultural aspects. However, some authors offer a definition of globalization that has an important implication for the service activities of international organizations, that is:

"Integrated service management is a process, or a set of processes that ground the transformation into the spatial organization of social relations and transactions, generating transcontinental or interregional flows and networks of activity, interaction and application of power".

The inevitable process of globalization is internationalization and standardization. Open markets and the openness of markets for foreign consumers (tourists) require the need to monitor and incorporate new trends, new rules (regulations), new working standards in order to offer a service that will not be unknown and unfamiliar, but on the contrary well known, comfortable, unsurprisingly satisfactory and reliable.

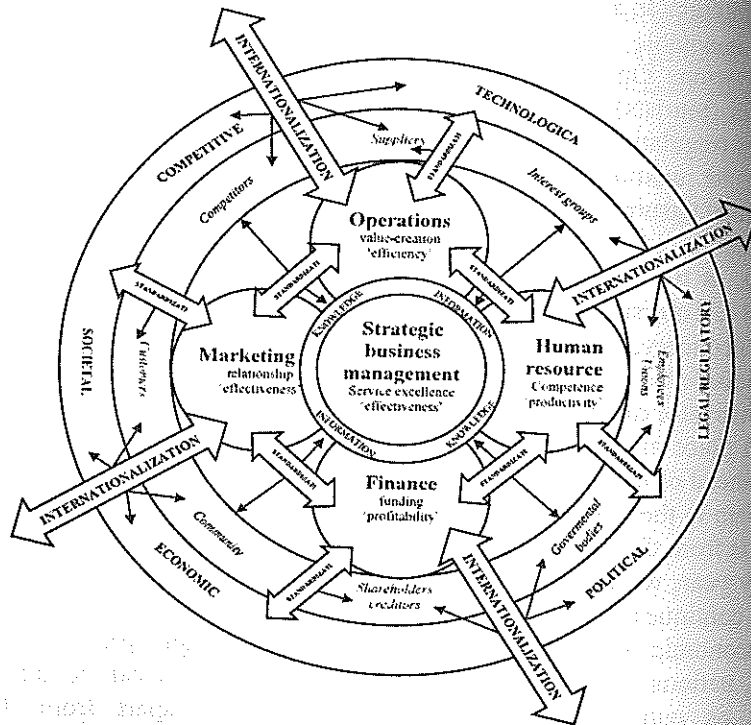
Tourism is economy branch that continuously develops in any national economy, as the figures show with over 3% annually growth for the period 2010-2014. Tourism is also a branch that does not absorb the benefits of the national economy, but it is a branch in which most of the final consumer is a person outside the national borders. Internationalization gives tourism the right to be a instigator of global international economic exchanges. In 2014 tourism is in fourth place as a branch that contributes to international trade with \$ 1409 billion, ahead of it is fuel, the chemical industry and the food industry, and after the tourism is the automotive industry. Also, international tourism covers 30% of exports from the entire service sector, i.e. 6% of the world's total exports³.

Every year, with more than 1.1 billion tourists on an international journey, tourism continues to be a force that does not stop and is the main factor of global economic recovery. Tourism is a global phenomenon in which different cultures, nations, races are intertwined so that the tourist can be satisfied and fulfilled as consumer. As an economic category, apart from the great contribution of the entire world economy, tourism is a branch in which many

¹ R. C. W. L. Postscript 2002, GlobalBusiness. 2nd ed. Boston: Mc.GrawHillIrwin, 2002.

² Neil D. McCreary, A. Goldblatt, D. & Parrott, T. GlobalTransformations: Politics, economicsandculture.

other branches of economy are intertwined without which the tourism itself would not be feasible (transport, banking, insurance, trade etc.). Due to its great importance, countries in the world since the establishment of international institutions have acknowledged the importance of tourism and have struggled to create an institution that will promote responsible, sustainable and universally applicable tourism. All people who have desire to be tourists are guided by the premise to meet their demands, what is conceived and achievable for them, regardless of whether they are in Europe or the United States. Therefore, the tourism industry, together with the international tourism institutions, endeavors to present, promote, give and contribute with their proposals, recommendations, directions, knowledge and guidelines. In order to cover a larger number of tourist organizations, tourist institutions, the entire tourism economy, this approach must be standardized, synchronized and harmonized. And tourists will be satisfied when a tourist service will have the same quality both in Germany and in Nigeria or any other country in the world. In addition is presented model of Integrated Management in Tourism and the impact of internationalization and standardization.



Picture2: The impact of internationalization and standardization on Integrated Tourism Management⁴

INTERNATIONAL INSTITUTIONS THAT DICTATE TOURISM STANDARDS

The world's largest tourism support is through the World Tourism Organization (UNWTO⁵) as part of the United Nations family. Of no less importance are the Tourism Committee within the Organization for Economic Cooperation and Development (OECD⁶), World Travel & Tourism Council (WTTC⁷), International Organization for Standardization (ISO⁸), World Association of Travel Agencies (WATA⁹), International Hotel and Restaurant Association (IH&RA¹⁰). All these organizations work internationally and are included as relevant factors that contribute to the development of tourism worldwide. All these organizations that contribute in any field of operation in service sector in the form of standardized regulations, recommendations and guidelines can be of an international, as well as regional and national character. In that context, we will mention some regional organizations that have great significance within the aforementioned international organizations. They are: European Tourism Commission in the European Union or Tourism working group of the Asia-Pacific Economic Cooperation (APEC). During implementation of all these standards, recommendations and guidelines to reach the ultimate goal (tourism workers and stakeholders in tourism in general), cooperation with national institutions (governmental or non-governmental) is essential. Regarding this, in this section we will underline only the connection of national with the regional and international organizations, and in the next chapter they will be specifically elaborated as the main factors from which the international standards in the field of tourism in the national economies are implemented (i.e. the Republic of Macedonia).

In order to understand the international standards in the tourism field, we must first develop the aforementioned international institutions from which derive the highest number of standards, their main task, objective and scope, their significance, action plans and recommendations. As we have indicated in the general part, our objective will not be towards the content development of these standards, but their applicability and connection factor with the development of this sector.

The most representative international institutions from which majority of the recommendations and standards in the field of tourism derive are the World Tourism Organization and the International Organization for Standardization.

⁵United Nations World Tourism Organization (UNWTO).

⁶Organization for Economic Co-operation and Development (OECD).

⁷World Travel and Tourism Council (WTTC).

WORLD TOURISM ORGANIZATION

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and accessible tourism. World Tourism Organization includes 158 countries, countries are associate members and have over 450 affiliates representing the private sector, educational institutions, tourism associations and local tourism authorities. The main priorities of the World Tourism Organization are:

Mainstreaming tourism in the global agenda: Advocating the role of tourism as a driver of socioeconomic growth and development, its inclusion as a priority in national and international policies and the need to create a level playing field for the sector to develop and prosper;

Improving tourism competitiveness: Improving UNWTO Member States' competitiveness through knowledge creation and exchange, human resources development and the promotion of excellence in areas such as policy planning, statistics and market trends, sustainable tourism development, marketing and promotion, product development and risk and crisis management;

Promoting sustainable tourism development: Supporting sustainable tourism policies and practices which make optimal use of environmental resources, respect the socio-cultural authenticity of host communities and provide socioeconomic benefits for all;

Advancing tourism's contribution to poverty reduction and development: Maximizing the contribution of tourism to poverty reduction and achieving the SDGs by making tourism work as a tool for development and promoting the inclusion of tourism in the development agenda;

Fostering knowledge, education and capacity building: Supporting countries to assess and address their needs in education and training, as well as providing networks for knowledge creation and exchange;

Building partnerships: Engaging with the private sector, regional and local tourism organizations, academia and research institutions, civil society and the UN system to build a more sustainable, responsible and competitive tourism sector.

The World Tourism Organization operates in many fields and through its affiliations is available in over 70% of the world's population. The significance of the World Tourism Organization is due to its comprehensiveness and the contribution it has made for the promotion and development of the tourism sector in the world. The World Tourism Organization is not known as an international institution for creating standards, but with its action directions, recommendations and its involvement in the creation of certain tourism policies in some countries or regions, gives us the right to underline that its proposals, recommendations and codes are at the level of standards in the tourism sector.

involved on improving policies and regulations to support and develop the tourism market and support the development of new markets in tourism or in Albania where they revised the tourism law and conducted training and education on tourism statistics¹¹.

INTERNATIONAL ORGANIZATION FOR STANDARDIZATION (ISO)

Within the framework of the International Organization for Standardization, the tourism area is being considered within the Technical Committee on Tourism and other related services. Tourism standards can also be requested through the International Classification of Standards (ICS) where tourism is developed within the Services, Private organizations, management and quality, Administration and Sociology with mark (03). Within this classification, tourism is included in group 200 Vacation and Tourism. Within the ICS, tourism is represented by 26 standards. But, if the search of standards is carried out through the Technical Committee for Tourism and other related services with a mark (228), tourism is represented in 26 standards. Because tourism is processed in several standards according to the ISO classification, we will mention the standards according to this division.

In addition we will enumerate the tourism standards and related other services that can be grouped into several subgroups for better identification, as follows:

1. Recreational diving services:
 - a. ISO 11107:2009- Requirements for training programmes on enriched air nitrox (EAN) diving
 - b. ISO 11121:2017- Requirements for introductory programmes to scuba diving
 - c. ISO 13289:2011 - Requirements for the conduct of snorkelling excursions
 - d. ISO 13293:2012 - Requirements for gas blender training programmes
 - e. ISO 13970:2011 - Requirements for the training of recreational snorkelling guides
 - f. ISO 24801-1:2014 Requirements for the training of recreational scuba divers -- Part 1: Level 1 -- Supervised diver
 - g. ISO 24801-2:2014 Requirements for the training of recreational scuba divers -- Part 2: Level 2 -- Autonomous diver
 - h. ISO 24801-3:2014 Requirements for the training of recreational scuba divers -- Part 3: Level 3 -- Dive leader
 - i. ISO 24802-1:2014 Requirements for the training of scuba instructors -- Part 1: Level 1

- j. ISO 24802-2:2014 Requirements for the training of scuba instructors -- Part 2: Level 2
- k. ISO 24803:2007 Requirements for recreational diving providers
- 2. Tourism and related services:
 - a. ISO 13009:2015 - Requirements and recommendations for beach operation
 - b. ISO 13687-1:2017 - Yacht harbours -- Part 1: Minimum requirements for basic service level harbours
 - c. ISO 13687-2:2017 - Yacht harbours -- Part 2: Minimum requirements for intermediate service level harbours
 - d. ISO 13687-3:2017 - Yacht harbours -- Part 3: Minimum requirements for high service level harbours
 - e. ISO/TS 13811:2015 - Guidelines on developing environmental specifications for accommodation establishments
 - f. ISO/DIS 17679:2016 - Wellness spa -- Service requirements
 - g. ISO 17680:2015 - Thalassotherapy -- Service requirements
 - h. ISO 18065:2015 - Tourist services for public use provided by Natural Protected Areas Authorities -- Requirements
 - i. ISO 20410:2017 - Bareboat charter -- Minimum service and equipment requirements
- 3. Tourism services:
 - a. ISO 13810:2015 - Industrial tourism - Service provision
 - b. ISO 18513:2003 - Hotels and other types of tourism accommodation -- Terminology
- 4. Adventure tourism:
 - a. ISO 21101:2014 Safety management systems -- Requirements
 - b. ISO/TR 21102:2013 Leaders -- Personnel competence
 - c. ISO 21103:2014 Information for participants
- 5. Tourist information offices:
 - a. ISO 14785:2014 - Tourist information and reception services -- Requirements

STANDARDS WITHIN THE EUROPEAN UNION FRAMEWORK

Within the European Union, as the most relevant body for setting standards in the field of tourism, is the European Committee for Standardization (European committee of standardization).

The requirement for setting minimum European standards within the services has led to greater engagement of relevant factors for the creation and development of such standards. From here comes the formation of different committees for certain areas of the service. Service standards in the field of

In 1996, a group of tour operators, hotel industry representatives and consumer protection activists created a committee to create a standardized descriptive system for tourism services and facilities to be used in traditional travel brochures as well as the Internet reservations system. The objective of the Committee is to complement the legal provisions in the field of tourism (for example, the Tourism and Travel Directive).

After the establishment of this Committee, the participating countries agreed to start with terminological standardization, which formed the following working groups:

- First working group - led by Spain - for "Hotel terminology" “;
- Second working group - led by Germany - for "Terminology for travel agencies and tour operators “;
- Third Working Group - led by Austria - Requirements for recreational diving schools;’
- The fourth working group - led by Germany - the "necessary requirements for language learning in tourism“ and
- Fifth working group - for "Tourist guides."

The following standards have emerged from these working groups: they complement European legislation (European Directives):

1. EN 13809:2003 (WI=00329002) – Tourism services - Travel agencies and tour operators - Terminology, 2003;
2. EN 14467:2004 (WI=00329009) – Recreational diving services. Requirements for recreational scuba diving service providers, 2004;
3. EN 14804:2005 (WI=00329010) – Language study tour provides - Requirements, 2005;
4. EN 15565:2008 (WI=00329011) – Tourism services. Requirements for the provision of professional tourist guide training and qualification programmes, 2008;
5. EN ISO 13293:2012 (WI=00329012) – Recreational diving services -- Requirements for gas blender training programmes (ISO 13293:2012) 2012;
6. EN ISO 18513:2003 (WI=00329001) – Tourism services -- Hotels and other types of tourism accommodation -- Terminology (ISO 18513:2003) 2003;
7. EN ISO 24801-1:2014 (WI=00329016) – Requirements for the training of recreational scuba divers -- Part 1: Level 1 -- Supervised diver (ISO 24801-1:2014), 2014;
8. EN ISO 24801-2:2014 (WI=00329017) – Requirements for the training of recreational scuba divers -- Part 2: Level 2 -- Autonomous diver (ISO 24801-2:2014), 2014;
9. EN ISO 24801-3:2014 (WI=00329013) Requirements for the training of recreational scuba divers -- Part 3: Level 3 -- Dive leader (ISO 24801-3:2014), 2014;
10. EN ISO 24802-1:2014 (WI=00329014) – Requirements for the training of scuba instructors -- Part 1: Level 1 (ISO 24802-1:2014), 2014 and
11. EN ISO 24802-2:2014 (WI=00329015) – Requirements for the training of scuba instructors -- Part 2: Level 2 (ISO 24802-2:2014), 2014.

requirements (conditionally, procedural standards) which must be incorporated into the legal regulation of the tourism sector in the Republic of Macedonia. From here it is inevitable to present the framework under which the regulation of tourism activities in the European Union is operating.

Due to its transversal nature, tourism is not only subject to specific tourism regulations, but also to regulations primarily designed for other areas (such as the environment, consumer protection, and the preservation of cultural and historical heritage). Therefore, the legislation in the area of tourism covered within the European Union is with:

1. Specific tourism legislation: Tourism legislation regulates the following aspects: tourism companies, tourism management and tourism users.

A. Tourism companies: Most legislation differentiates types of businesses according to their subsector, such as: accommodation companies, restaurants, intermediary and complementary services. This section is regulated:

- The rights and obligations of various companies in the field of tourism;
- Types and classifications that apply and
- Infrastructure requirements.

B. Tourism management: This section elaborates the regulation of the various functions and interventions of the management in the tourist companies. The most important aspects that are regulated within the tourism management are: Organization and responsibilities; Planning of the tourism offering; Promoting tourism; Tourism inspection and Sanctioning regime.

C. Tourism users: This is the tourism legislation that governs the rights and obligations of the users of tourism services. It is emphasized that consumers are the most important part of tourism and they have rights and obligations that need to be known, not neglected and to give them the best possible offers. The European Union seriously and unequivocally applies the aforementioned with clear and explicit information on the rights and obligations of tourists, so that each interested party can apply them.

2. Sectorial legislation affecting the tourism sector: There are a number of sectoral legislations that affect some kind of tourism activities and which must be considered when planning or working in tourism. In addition we will mention some of them, which significantly affect the tourist activities, they are:

- **Land-use planning:** When implementing tourism activity in an area (for example, the construction of a hotel), you must meet the urban requirements in force, and apply the appropriate planning permission. Also, you should know the minimum construction standards in some areas that are protected by law;

- **Health and food safety:** If your tourism activity is a hotel, restaurant or coffee shop, you must carefully review food safety standards. These are related to product source as well as the hygiene and cleanliness of the facility and your employees. The European Food Safety Authority (ESFA) is the keystone of the EU risk assessment regarding food safety.

highest level of employment and social protection, improved living and working conditions and economic and social cohesion;

- **Environment:** Every activity generates an impact on the environment that forces you to evaluate legislation and to include measures to mitigate or eliminate this impact;

- **Consumers:** Tourism regulations have always been closely linked to the protection of the tourist or consumer. The EU has specific legislation on the provision of the service to make sure tourists are not left defenceless when faced with problems. This regulation is of great interest if your company is a travel agency or any type of intermediary agency.

- **Other legislation:** Other regulations that must be taken into account in any activity are to do with tax and taxation, and the protection of cultural heritage etc.

ROLE OF NATIONAL INSTITUTIONS IN IMPLEMENTATION OF INTERNATIONAL STANDARDS IN THE FIELD OF TOURISM

National institutions play a very important role in the development of tourism in one country. Governments can establish a "quango"¹² for tourism development or have a government sector with a minister who has certain responsibilities for tourism development in one state. Positioning of this type of institution depends on many factors; they can be distributed by sectors or by regions, which through certain reports or responsible persons will inform the national government bodies, i.e. institutions. They can also be organized at local level through municipal organizations that would have a similar role to the previous ones. Regardless of the level of action or the credentials they have received, these institutions have the following functions:

- Implementing policies in the field of tourism - creating policies and priorities in the field of tourism;
- Promotion of areas as tourist destinations - marketing research, marketing planning, publication of brochures and other promotional material and taking part in various trade and tourist activities (presence of national or international fairs in the field of tourism and promotion of certain sights in certain areas of tour operators);
- To provide adequate infrastructure - to lobby or find funds for the development of roads, rail systems, airports and transport terminals that will be identified as necessities for tourism development in a given area;
- Maintenance of tourist attractions and facilities - such as museums, ancient monuments, national parks and forests, historic houses etc.;
- Providing information tourism services - national tourism organizations usually implement tourist information services to visitors, but can be hired and grouped through regional and local authorities;

- Proposing laws and regulations - governments accept proposals of laws or regulations that are related to the given tourist services in a particular area, for example, health and safety, consumer protection, registration of attendance and accommodation, passport and visa requirements and transport restrictions;
- They offer financial resources for development - from the provided grants, credits, tax and tariff deduction, in order to attract tourists at the national level or for a specific region and
- Provide advisory services and trainings - this is aimed at enterprises in order to improve their work standards, such as consumer care, management skills, working methods, with objective of developing towards a higher level of tourism and providing higher quality tourism services.

Regional tourism bodies can be financed from national taxes, but can also be on a more commercial basis, with connecting organizations from the public and private sectors in the direction of promoting tourism in a specific area. Within the framework of the regional tourist bodies can be formed of a general or specific character, associations of tourism workers in a certain area, associations of hoteliers, rooms rentals, educational and cultural organizations, in order to promote and improve tourism in a given region, area or place. The financing of these bodies can be in many ways, first combined with national and regional tourism organizations, of a commercial nature, by renting spaces for advertising or for certain trade fairs, exhibitions or concerts. Because they focus on specific regions, regional tourism bodies must have knowledge of the region, their presence and activities make them superior in providing detailed information on national tourism bodies. Regional tourism bodies can respond to all kinds of requirements for those regions, and they can be an important factor in planning and development of a particular infrastructure, which will provide sustainable tourism in the direction of benefits to the local population.

The creation of Tourist Information Centers (TICs) in a particular region is the responsibility of the regional tourism bodies that can They should be positioned in the central areas of certain places, towns, villages and should be sources for informing visitors and local people about certain sights, attractions, public transport and accommodation for that area.

All tourist information centers are not always located in the host country. Some countries provide information about tourists to their embassies or consulates in other countries. Potential visitors can contact them before traveling, using the local or international phone number in order to help them plan and reserve their accommodation and transported to the desired destination. These offices are also used as basic places for issuing visas and other immigration information and acting as representatives of their country. They have a direct connection with their country; the information they provide should be constantly updated and relevant to the identified tourist needs and be more detailed in comparison with the information provided by travel agencies or tour operators. With the Internet development, potential tourists have greater access to

CONCLUSION

The creation of standards or the standardization process itself is a process that constitutes a cause and effect. Therefore, the impact of tourism standards must first be considered as reasons for creating standards, and then what is its impact on tourism. The influence of political, economic, technical, regulatory, legal, social and / or international movements is very significant within all sectors of the social environment. They have an impact in the creation of products, materials, disciplines or practices that have a significant impact on the creation of standards that go through a complex and comprehensive development process involving a number of relevant factors.

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